

IN THE CLAIMS

Please amend the claims of the patent application as follows wherein added text is indicated with underlining and deleted text is indicated with ~~strikethrough~~ or [[double-brackets]]:

1. (Previously Presented) A data modification device, said data modification device comprising:

a data modification unit coupled to an incoming data terminal, a local data terminal, and a data distribution terminal, wherein the data modification unit is adapted to selectively combine data from the incoming data terminal and the local data terminal in accordance with an instruction set;

a data stripper for extracting meta data parameters from a data signal wherein the extracted meta data parameters include a substitution determination parameter, said substitution determination parameter specifying an evaluation type and an evaluation value for determining when a subset of original broadcast meta data in said data signal should be replaced;

an evaluator for evaluating the substitution determination parameter, said evaluator performing an evaluation of said evaluation type on said evaluation value with respect to a local state of said data modification device; and

an inserter for substituting said subset of original broadcast meta data in the data signal with local meta data based on the evaluator comparison.

2. (Previously Presented) The data modification device as set forth in claim 1, wherein the evaluation type of the substitution parameter comprises a comparison and the evaluation value of said substitution determination parameter comprises a multi-level priority value.

3. (Previously Presented) The data modification device as set forth in claim 1, wherein the evaluation type of the substitution parameter comprises a string comparison and the

evaluation value of said substitution determination parameter comprises a geographic region name value.

4. (Previously Presented) The data modification device as set forth in claim 1, wherein the evaluation type of the substitution parameter comprises a comparison and the evaluation value of said substitution determination parameter comprises a unique identifier for said data modification device.

5. (Previously Presented) The data modification device as set forth in claim 1, wherein the incoming data terminal is adapted to receive a data signal that conforms to a TCP/IP standard.

6. (Previously Presented) The data modification device as set forth in claim 1, wherein the incoming data terminal is adapted to receive a data signal that conforms to an ATVEF standard.

7. (Previously Presented) The data modification device as set forth in claim 1, wherein the incoming data terminal is adapted to receive a data signal that conforms to a DOCSIS standard.

8. (Previously Presented) The data modification device as set forth in claim 1, wherein a format of the data on said incoming data terminal is an NTSC format.

9. (Previously Presented) The data modification device as set forth in claim 1, wherein a format of the data on said incoming data terminal is an MPEG2 format.

10. (Previously Presented) The data modification device as set forth in claim 1, wherein a format of the data on said incoming data terminal is an HDTV format.

11. (Previously Presented) The data modification device as set forth in claim 1, wherein a format of the data on said incoming data terminal is an DVD format.

12. (Previously Presented) The data modification device as set forth in claim 1, wherein a format of the data on said incoming data terminal is an DBS format.

13. (Previously Presented) The data modification device as set forth in claim 4, wherein the data signal comprises a video data component and a meta data component.

14. (Previously Presented) The data modification device as set forth in claim 1, wherein the local data terminal is adapted to receive a data signal from a storage device.

15. (Previously Presented) The data modification device as set forth in claim 14, wherein the storage device is a recordable disk.

16. (Previously Presented) The data modification device as set forth in claim 14, wherein the storage device is a RAM.

17. (Previously Presented) The data modification device as set forth in claim 14, wherein the storage device is a computer database.

18. (Previously Presented) The data modification device as set forth in claim 1, wherein the data distribution terminal is adapted to transmit a data signal to a distribution channel.

19. (Previously Presented) The data modification device as set forth in claim 2, wherein the data stripper is adapted to separate an incoming signal into a video data component and a meta data component.

20. (Previously Presented) The data modification device as set forth in claim 2, wherein the processor is a reprogrammable device.

21. (Previously Presented) The data modification device as set forth in claim 2, wherein the processor is an ASIC.

22. (Previously Presented) The data modification device as set forth in claim 1, further comprising a receiver adapted to display the combined data from the incoming data terminal and the local data terminal.

23. (Previously Presented) The data modification device as set forth in claim 22, wherein the receiver is an NTSC enabled television.

24. (Previously Presented) The data modification device as set forth in claim 22, wherein the receiver is an HDTV enabled television.

25. (Previously Presented) The data modification device as set forth in claim 22, wherein the receiver is an MPEG2 enabled television.

26. (Previously Presented) The data modification device as set forth in claim 22, wherein the receiver is an DVD enabled television.

27. (Previously Presented) The data modification device as set forth in claim 22, wherein the receiver is an DBS enabled television.

28. (Previously Presented) A data modification system for selective insertion of local meta data into an incoming data stream, the incoming data stream having a video data component and a meta data component, the data modification system comprising:

a data modification unit coupled to an incoming data terminal and a local data terminal, wherein the data modification unit is adapted to selectively combine data from the incoming data terminal and the local data terminal,

a data stripper for extracting meta data parameters from the incoming data stream wherein the extracted meta data parameters include a substitution determination parameter, said substitution determination parameter specifying an evaluation type and an evaluation value for determining when a subset of original broadcast meta data in said incoming data stream should be replaced;

an evaluator for evaluating the substitution determination parameter, said evaluator performing an evaluation of said evaluation type on said evaluation value with respect to a local state of said data modification system; and

an inserter for substituting said subset of original broadcast meta data in the incoming data stream with local meta data based on the evaluator comparison.

29. (Previously Presented) The data modification system as set forth in claim 28, wherein the evaluation type of the substitution parameter comprises a comparison and the evaluation value of said substitution determination parameter comprises a multi-level priority value.

30. (Previously Presented) The data modification system as set forth in claim 28, wherein the evaluation type of the substitution parameter comprises a string comparison and the evaluation value of said substitution determination parameter comprises a geographic region name value.

31. (Previously Presented) A method of selectively modifying a data signal, said method comprising:

receiving a data signal, the data signal comprising a first data component and a second data component;

separating the first data component from the second data component;

extracting meta data parameters from the data signal wherein the extracted meta data parameters include a substitution determination parameter, said substitution determination parameter specifying an evaluation type and an evaluation value for determining when a subset of said second data component in said data signal should be replaced;

determining whether to replace a subset of the second data component by performing an evaluation of the evaluation type on said evaluation value with respect to a local state;

retrieving a third data component from a database, wherein the third data component includes local meta data from a local meta data center; and

replacing a subset of said second data component with the third data component based on the evaluation.

32. (Previously Presented) The method as set forth in claim 31, wherein the evaluation type of the substitution parameter comprises a comparison and the evaluation value of said substitution determination parameter comprises a multi-level priority value.

33. (Previously Presented) The method as set forth in claim 31, wherein the evaluation type of the substitution parameter comprises a string comparison and the evaluation value of said substitution determination parameter comprises a geographic region name value.

34. (Previously Presented) The method as set forth in claim 33, wherein the processor is a reprogrammable circuit.

35. (Previously Presented) The method as set forth in claim 33, wherein the processor is an ASIC.

36. (Previously Presented) The method as set forth in claim 31, wherein the substitution determination parameter comprises a unique identifier for a machine implementing said method.

37. (Previously Presented) The method as set forth in claim 31, where the first data component comprises video.

38. (Previously Presented) A method of selectively modifying a data signal, said method comprising:

receiving a data signal, the data signal comprising a first data component and a second data component;

separating the first data component from the second data component wherein the second data component further comprises meta data parameters and wherein the meta data parameters include a substitution determination parameter, said substitution determination parameter specifying an evaluation type and an evaluation value for determining when a subset of the second data component in said data signal should be replaced;

determining whether to replace a subset of the second data component by performing an evaluation of the evaluation type on said evaluation value with respect to a local static; if replacement of said subset of the second data component is not required then

forwarding the second data component, and

merging the forwarded second data component with the first data component; and if replacement of said subset of the second data component is required then

retrieving a third data component from a database, wherein the third data component includes local meta data from a local meta data center,

forwarding the third data component, and

replacing a subset of said second data component with the third data component.

39. (Previously Presented) The method as set forth in claim 38, wherein the evaluation type of the substitution parameter comprises a comparison and the evaluation value of said substitution determination parameter comprises a multi-level priority value and said local state comprises a local priority value.

40. (Previously Presented) The method as set forth in claim 38, wherein the evaluation type of the substitution parameter comprises a string comparison and the evaluation value of said substitution determination parameter comprises a geographic region name value and said local state comprises a local geographic name value.

41. (Previously Presented) A data modification system for selective insertion of local meta data into a data stream, the data stream having a video data component and a meta data component, the data modification system comprising:

a data stripper for extracting meta data parameters from the data stream wher cin the extracted meta data parameters include a substitution determination parameter, said substitution determination parameter specifying an evaluation type and an evaluation value for determining when a subset of meta data component in said data stream should be replaced;

a data storage device for storing local meta data;

a processor coupled to the data storage device and the data stripper, the processor for evaluating the extracted substitution determination parameter, said processor performing an evaluation of said evaluation type on said evaluation value with respect to a local state of said data modification system; and

a data insertion unit coupled to the processor, the data insertion unit for replacing said subset of meta data component with local meta data.

42. (Previously Presented) A data modification system for selective insertion of local meta data into a data stream, the data stream having a video data component and a meta data component, the data modification system comprising:

means for extracting meta data parameters from the data stream wherein the extracted meta data parameters include a substitution determination parameter, said substitution determination parameter specifying an evaluation type and an evaluation value for determining when a subset of original broadcast meta data in said data stream should be replaced;

means for storing the local meta data;

means for evaluating the extracted substitution determination parameter, said means for evaluating performing an evaluation of said evaluation type on said evaluation value with respect to a local state of said data modification system; and

means for replacing said subset of original broadcast meta data with local meta data based on the evaluation of the extracted substitution determination parameter.

43. (Previously Presented) A computer-readable medium having computer executable instructions for performing a method of selectively modifying a data signal, the method comprising:

receiving a data signal, the data signal comprising a first data component and a second data component;

separating the first data component from the second data component;

extracting meta data parameters from second data component wherein the extracted meta data parameters include a substitution determination parameter, said substitution determination parameter specifying an evaluation type and an evaluation value for determining when a subset of original broadcast meta data in said data signal should be replaced;

determining whether to replace a subset of the second data component by performing an evaluation of the evaluation type on said evaluation value with respect to a local state;

if replacement of said subset of the second data component is not required then forwarding the second data component,

merging the forwarded second data component with the first data component; and if replacement of said subset of the second data component is required then retrieving a third data component from a database, wherein the third data component includes local meta data from a local meta data center, forwarding the third data component, replacing a subset of said second data component with the third data component based on the evaluation.

44. (Currently Amended) A method of controlling distribution a display of enhanced television content for viewers using a data modification device, said method from a distribution point comprising:

receiving a broadcast signal comprising a video component and a generic meta data component within said data modification system, the generic meta data component comprising triggers and broadcast meta data; extracting meta data parameters from the generic meta data component wherein the extracted meta data parameters include a substitution determination parameter, said substitution determination parameter specifying an evaluation type and an evaluation value for determining when a subset of said broadcast meta data in said broadcast signal should be replaced; performing an evaluation of the evaluation type on said evaluation value with respect to a local state to determine whether to replace said subset of said broadcast meta data with local meta data; replacing said subset of said broadcast meta data with the local meta data in response to a determination in the evaluating step to obtain a modified broadcast signal; and broadcasting the modified broadcast signal to the viewers in a local market.

45. (Currently Amended) The method of controlling distribution of enhanced television content for viewers using said data modification device as set forth in claim 44 wherein the evaluation type of the substitution parameter comprises a comparison and the

evaluation value of said substitution determination parameter comprises a multi-level priority value and said state comprises a local multi-level priority value.

46. (Currently Amended) The method of controlling distribution of enhanced television content for viewers using said data modification device as set forth in claim 44 wherein:

the generic meta data component further comprises content; and
the local meta data comprises triggers and content.

47. (Currently Amended) The method of controlling distribution of enhanced television content for viewers using said data modification device as set forth in claim 44, said method further comprising:

repeating the evaluation of the evaluation type on said evaluation value with respect to
said local state; and
broadcasting the broadcast signal to the viewers in response to a determination in the
repeated evaluating step to not make the insertion.

48. (Currently Amended) The method of controlling distribution of enhanced television content for viewers using said data modification device as set forth in claim 47 wherein the substitution determination parameter comprises a geographic region identifier parameter and said local state comprises a geographic identifier.

49. (Currently Amended) The method of controlling distribution of enhanced television content for viewers using said data modification device as set forth in claim 44, said method further comprising:

stripping the generic meta data component from the broadcast signal prior to the
evaluating step.

50. (Currently Amended) The method of controlling distribution of enhanced television content for viewers using said data modification device as set forth in claim 49, said method further comprising:

repeating the evaluation of the evaluation type on said evaluation value with respect to said local state;

inserting the generic meta data component back into the broadcast signal in response to a determination in the repeated evaluating step to not make the insertion, to obtain a reconstructed broadcast signal; and

broadcasting the reconstructed broadcast signal to the viewers.

51. (Currently Amended) The method of controlling distribution of enhanced television content for viewers using said data modification device as set forth in claim 44 wherein the evaluation value of the substitution determination parameter comprises a unique identifier and said local state comprises a unique identifier for a machine implementing said method.

52. (Currently Amended) The method of controlling distribution of enhanced television content for viewers using said data modification device as set forth in claim 51 wherein the generic parameters and the local parameter are defined by options established by an Advanced Television Enhancement Forum specification.

53 - 56. (Cancelled)